



Festive greetings and Happy Diwali. The side effects of Covid 19 is yet to fade its impacts still in India after months we celebrated happiness.

In this month newsletter we are glad to bring the journey of the world renowned Mexican alcoholic beverage, Tequila. A story of transformation from a predominantly shooters to an integral part of some soothing cocktails. Story of the first and the highest selling tequila across globe, Jose Cuervo along with its rare variants like Reserva De La Familia. We also share the tequila encounter story of eight mixologist across India and their favourite tequila based cocktails.



From the Editor's Desk
Cheers - Malay Kumar



If Glenlivet is the "Malt that started it all" in the Scotch world, then the same mantle of tequila industry goes to JOSE CUERVO.

The year was 1758, a Mexican Colonist from Spain, Don Jose Antonio De Cuervo got a parcel of land by King Ferdinand VI. This piece of land was near the small town of Tequila in Jalisco where the Cuervo family established a farm to cultivate the Blue Agave Plant.



In 1974, the territories of Jalisco, Nayarit, Guanajuato, Michoacán and Tamaulipas were designated as tequila's official areas of production and places of origin. It is in only these territories that the distilleries, trade and genuine processes of the drink are located. The state of Jalisco accounts for more than 90% of all tequila production.

In 1795, the family obtained the first charter from King Carlos IV of Spain to commercially produce 'Vino Mezcal de Tequila de Jose Cuervo'. This event of commercially producing Tequila was joyously welcomed after a time of Prohibition under King Carlos III and marked the birth of Mexico's Liquid Treasure, the Tequila Industry.



Name - Priyanka Blah

Founder & Editor - The Dram Attic

First encounter with Tequila -

In 2005 as shots at a friend's birthday.

Favourite Tequila - Don Julio & Ocho

Favourite Tequila Based Cocktail -

It's a tie between a Margarita and the Paloma



The town of Tequila in Jalisco has a population of around 40,000. It was named 'Magical town of Mexico' by the Mexican Ministry of Tourism in the year 2003. AGAVE AZUL TEQUILIANA WEBER is the variety of blue agave used in the

production of Tequila. German botanist Franz Weber distinguished this blue variety in 1898. The Agave plant, although looks like a cactus, belongs to the Lily family. Shoots on average take seven years to reach maturity. During the period in which the plant is growing, the field is fertilized and weeded to control growth and prevent disease.

The Heart of the Plant called Piña is used in the production of tequila. This is where the concentration of sugars in the plant is present which is processed and used for fermentation. The Jimador is dedicated to the care and harvest of

the agave. It is a vocation passed down through generations that encompasses an impressive array of theoretical and empirical knowledge on the behavior of both soil and plant.

The harvest of the plant is a manual process. The primary tool of a jimador is the coa-de-jima or simply coa. This is a flat-bladed knife at the end of a long pole. The coa is used to first remove the flower from the agave, which causes the piña to swell. Later, the piña is harvested, using the same tool to cut off the external leaves of the plant, leaving only the pulpy centre which is then chopped. After the harvest, the agave is cooked in volcanic clay ovens, before its juice is fermented. This fermented liquid called Musto Muerto is distilled twice in Copper pot stills.



The Production Process

The tequila - making process has six steps



Name - Akhilesh Sheoran

Bar Manager - Whisky Samba - Gurgaon & Kimono - Delhi

First encounter with Tequila - At bar school during training when I tasted a Tequila

Favourite Tequila - Patron Silver



Name - Simran Singh - Co Owner & Founder

Madhusala School of Beverage

First encounter with Tequila - In 2017, tequila El Jimador.

Favourite Tequila - Patron Silver because of the pepper finish on the palate.

Favourite Tequila Based Cocktail - Favourite cocktails when we talk about classic is La Paloma and Tequila Old Fashioned from ROOH, Delhi.



The resultant clear liquid with earthy and herbal flavour notes is Silver Tequila.

Aging of Tequila at La Rojena distillery is done in American and French Oak barrels. Reposado tequila is aged for up to a year. Anejo for up to 3 years and Extra Anejo tequila is aged for more than 3 years. The traditions and the know-how of Jose Cuervo make it the World's No.1. Jose Cuervo Especial Reposado is the world's best-selling tequila.

Name - Arati Mestry

7 Rivers Brewing Community, Bangalore

First encounter with Tequila - 2012 with Sierra Tequila

Favourite Tequila - Don Julio Reposado and Jose Cuervo Especial

Favourite Tequila Based Cocktail - I love making margaritas, tequila negroni' and many more but I love drinking Paloma.



Name - Jishnu A J

Bar Supervisor - KOKO-

The Asian gastro Pub, Mumbai

First encounter with Tequila - 2014

Favourite Tequila - Patron silver

directly from the deep freezer.

Favourite Tequila Based Cocktail - A classic

Margarita with chilled patron silver and

Cointreau and lemon juice

served at perfect temperature.



Jose Cuervo's Reserva De La Familia Platino and Extra Anejo are a sipping tequila made from 100% blue agave of the most superior quality. For about 10 generations, this elixir was only for the family and close friends. The Extra Anejo is carefully aged for more than 3 years and poured in hand blown glass bottles which are sealed off with wax.

Name - Karthik Kumar

BLR Brewing Co, Bangalore

First encounter with Tequila - 2006

Favourite Tequila - Jose Cuervo both Reposado and Especial silver.

Favourite Tequila Based Cocktail - The Great Pretender - Jose Silver

tequila, tropical juice, homemade blue thyme syrup, freshly squeezed

lime juice and egg white.



Name - Tanka Gurung

Perch wine & coffee bar, New Delhi

First encounter with Tequila - 2009

Favourite Tequila - Jose Cuervo Silver

Favourite Tequila Based Cocktail - Paloma.



Name - Rohan Matmary

Head of Beverages - Sidecar, New Delhi

First encounter with Tequila - 2013

Favourite Tequila - Patron Silver (In India) & Casa Dragonos Blanco

(Globally)

Favourite Tequila Based Cocktail - I love to chase down my Tequila

with some Sangrita generally. But as a cocktail, I love to cherish a

great tequila as a Negroni or an Old Fashioned.

